

EXHIBIT S

Brent Davis

From: Kel Trebon <Kel.Trebon@redbull.com>
Sent: Tuesday, October 11, 2022 3:37 PM
To: Christopher Ustick; Chris Fernandez; Lauren Moses; P Martelloni; Walter Tiefel
Cc: Jeff Machiaverna; Jessica Tomasulo; Marissa Salierno
Subject: Allocations for 10/24/22
Attachments: TBW Final Allocation Proposal for 10.17.22.xlsx

Team – See attached for allocations for week of 10/24/22. Wave 2 of Winter LTO Fig Apple is included. Thanks,



KEL TREBON | RED BULL NORTH AMERICA

Director of Distribution | New York Region
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218 W 18th Street | New York, NY

From: Kel Trebon
Sent: Tuesday, October 4, 2022 3:41 PM
To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>
Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>
Subject: Allocations for 10/17/22

Team – Please see attached allocations for the week of 10/17.

See below (and on the additional tab in the attached excel) for a comprehensive list of SKUs that are not on allocation this week. You will see 21 SKUs where you can order to current demand, as well as the 6 that are newly off allocation this week. **Note 12z ED and SF are not on allocation this week!**

Please let me know if you have any questions. Thanks,

SKUs Off Allocation			
Newly off Allocation?	SKU	Name	Size
	RB234438	RB Red US Alu Can 24x250ml	8oz 4p
	RB40218	RB Blue US AluCan 24x250ml	8oz 4p
	RB203755	RB Yellow US Alu Can 24x250ml	8oz 4p
	RB230361	RB Peach US Alu Can 24x250ml	8oz 4p
	RB224245	RB Coconut US AluCan 24x250ml	8oz 4p
	RB237524	RB GreenDragonfrt USCan 24x250ml	8oz 4p
	RB237567	RB Red US Alu Can 24x250ml	8oz 12p
	RB230705	RB Yellow US AluCan 24x250ml	8oz 12p
	RB230706	RB Coconut Us AluCan 24x250ml	8oz 12p
	RB234436	RB Red US Alu Can 24x355ml	12oz 4p
	RB226945	RB Blue US Alu Can 24x355ml	12oz 4p
	RB226929	RB Yellow US Alu Can 24x355ml	12oz 4p
	RB231170	RB Peach US Alu Can 24x355ml	12oz 4p
	RB36463	Red Bull ED US Alu Can 12x591ml	20oz
	RB36464	Red Bull SF US Alu Can 12x591ml	20oz
Yes	RB4816	Red Bull ED US Alu Can 24x355ml	12oz
Yes	RB4817	Red Bull SF US Alu Can 24x355ml	12oz
Yes	RB231390	RB Zero US Alu Can 24x355ml	12oz
Yes	RB231401	RB Zero US Alu Can 24x250ml	8oz
Yes	RB224624	RB ED US Alu Can 24x250ml 6P	8z 6p
Yes	RB224622	RB SF US Alu Can 24x250ml 6P	8z 6p


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 218 W 18th Street | New York, NY

From: Kel Trebon

Sent: Tuesday, September 27, 2022 5:56 PM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>

Subject: Allocations for 10/10/22

Team – Please find attached the allocations for the week of 10/10;

Note the following :

- Amber Wave 3 Included
- Winter Fig Apple Allocation added – All are included with the **exception** of Winter 12oz out of 5170 Geodis. Still waiting for EU inbounds to arrive,
This will be added to 10/17 allocation & still on time for the 10/31 launch date.
- The below SKUs are **“off” allocation** in which DPs can order to needed qrys

SKU	SKU Name	Size
RB234438	RB Red US Alu Can 24x250ml	8oz 4p
RB40218	RB Blue US AluCan 24x250ml	8oz 4p
RB203755	RB Yellow US Alu Can 24x250ml	8oz 4p
RB230361	RB Peach US Alu Can 24x250ml	8oz 4p
RB224245	RB Coconut US AluCan 24x250ml	8oz 4p
RB237524	RB GreenDragonfrt USCan 24x250ml	8oz 4p
RB237567	RB Red US Alu Can 24x250ml	8oz 12p
RB230705	RB Yellow US AluCan 24x250ml	8oz 12p
RB230706	RB Coconut Us AluCan 24x250ml	8oz 12p
RB234436	RB Red US Alu Can 24x355ml	12oz 4p
RB226945	RB Blue US Alu Can 24x355ml	12oz 4p
RB226929	RB Yellow US Alu Can 24x355ml	12oz 4p
RB231170	RB Peach US Alu Can 24x355ml	12oz 4p
RB36463	Red Bull ED US Alu Can 12x591ml	20oz
RB36464	Red Bull SF US Alu Can 12x591ml	20oz


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From: Kel Trebon

Sent: Tuesday, September 20, 2022 2:37 PM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Lauren Moses <Imoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>

Subject: RE: Allocations for 9/26/22

Team – Attached are allocations for week of 10.3.22. Let me know if you have any questions. Thanks,


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From: Kel Trebon

Sent: Wednesday, September 14, 2022 8:54 AM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Amaury Peralta <aperalta@thebeverageworks.com>; Lauren Moses <Imoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa

Salierno <Marissa.Salierno@redbull.com>

Subject: Allocations for 9/26/22

Team -

Please see attached file the Allocations for the week of 9/26

Please note

- SKUs that are not on allocation have been deleted
- Allocations for VMI Include (Winter, SF Coco, Amber, Active, Summer SA)



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From: Kel Trebon

Sent: Wednesday, September 7, 2022 12:03 PM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Amaury Peralta <aperalta@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>

Subject: RE: Allocations for 9/18/22

Team – Please see attached allocations for week of 9/18.

Please review and order full allocations to get last remaining inventory levels of LTO's out of the warehouses & into the market.

- SF Coco 8oz, 12pk
- F1 8 oz 12 pk, 4pk
- Active Lifestyle
- Summer SA
- BC One
- Kroger VP
- Football 8oz 6pk



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218 W 18th Street | New York, NY

From: Kel Trebon

Sent: Tuesday, August 30, 2022 3:28 PM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Amaury Peralta <aperalta@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>

Subject: Allocations for 9/12/22

Team – Please see attached allocations for week of 9/12/22.

Note, outside the normal weekly allocations of SKUs, the following are included in this week.

- Second wave Amber
- 8 oz Active & Football 6 pack

Thanks,



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From: Kel Trebon

Sent: Tuesday, August 23, 2022 3:04 PM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Amaury Peralta <aperalta@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>

Subject: Allocations for 9/5/22

Please see attached file for Allocations the week of 9/05.

Note the following are included:

- 8 oz 4pk, 12 pk SF Coco
- F1
- 8oz 6 pack Active Lifestyle
- Winter Fig Apple early launch (Kroger + Military)
- Summer
- BC One
- Amber
- Football 6pk
- Kroger VP



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218 W 18th Street | New York, NY

From: Kel Trebon

Sent: Wednesday, August 17, 2022 8:55 AM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Amaury Peralta <aperalta@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>
Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>; Marissa Salierno <Marissa.Salierno@redbull.com>
Subject: Allocations for 8/29/22

Team – Here are the allocations for week of 8/29. Thanks,



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From: Kel Trebon

Sent: Tuesday, August 9, 2022 1:03 PM

To: Chris Ustick; Chris Fernandez <cfernandez@thebeverageworks.com>; Amaury Peralta <aperalta@thebeverageworks.com>; Lauren Moses <lmoses@thebeverageworks.com>; pmartel@thebeverageworks.com; Wally Tiefel <wtiefel@thebeverageworks.com>

Cc: Jeff Machiaverna <Jeff.Machiaverna@redbull.com>; Jessica Tomasulo <Jessica.Tomasulo@redbull.com>

Subject: Allocations for 8/22/22

Team – Attached are the allocations for the week of 8/22. Thanks,



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	Red 8oz S	Red 8oz 4P	Red 8oz 12P	Red 12oz 4P	Red 12oz S	Red 16oz	Blue 8oz S	Blue 8oz 4P
	RB234437	RB234438	RB237567	RB234436	RB234435	RB236494	RB224243	RB40218
8/29/2022	528	96	-	156	6,864	-	624	80
9/5/2022	144	624	80	208	3,744	-	864	80
9/12/2022	1,728	560	-	-	2,392	-	272	80
9/18/2022	1,728	#N/A	#N/A	#N/A	6,240	-	864	#N/A
9/26/2022	640	#N/A	#N/A	#N/A	2,392	-	624	#N/A
10/3/2022	1,296	#N/A	#N/A	#N/A	3,640	-	528	#N/A
10/10/2022	2,880	#N/A	#N/A	#N/A	6,240	-	560	#N/A
10/17/2022	624	#N/A	#N/A	#N/A	1,872	-	560	#N/A

Blue 12oz S	Blue 12oz 4P	Yellow 8oz S	Yellow 8oz 4P	Yellow 8oz 12P	Yellow 12oz S	Yellow 12oz 4P	Coco 8oz S	Coco 8oz 4P	Coco 8oz 12P
RB203752	RB226945	RB224483	RB203755	RB230705	RB203753	RB226929	RB224254	RB224245	RB230706
2,184	143	80	-	-	520	156	1,008	352	64
1,352	78	96	416	240	2,184	104	384	352	80
2,392	39	160	800	-	5,304	52	384	256	-
1,768	#N/A	640	#N/A	#N/A	520	#N/A	864	#N/A	#N/A
234	#N/A	224	#N/A	#N/A	3,536	#N/A	2,304	#N/A	#N/A
1,768	#N/A	800	#N/A	#N/A	5,304	#N/A	2,016	#N/A	#N/A
1,352	#N/A	624	#N/A	#N/A	3,536	#N/A	1,872	#N/A	#N/A
936	#N/A	544	#N/A	#N/A	3,848	#N/A	1,584	#N/A	#N/A

Coco 12oz S	Peach 8oz S	Peach 8oz 4P	Peach 12oz 4P	Peach 12oz S	Green 8oz S	Green 8oz 4P	Green 12oz S	Green 12oz 4P	Costco 8oz 12P
RB221027	RB230345	RB230361	RB231170	RB224825	RB237480	RB237524	RB237479	RB237929	RB99658
1,040	576	-	26	728	176	144	624	78	-
520	272	128	39	1,144	864	336	2,600	78	-
1,560	528	144	39	2,600	720	272	2,912	91	-
1,352	1,008	#N/A	#N/A	1,872	864	#N/A	1,976	91	-
1,040	240	#N/A	#N/A	832	864	#N/A	1,664	78	-
1,040	352	#N/A	#N/A	1,456	720	#N/A	2,288	52	-
3,536	544	#N/A	#N/A	2,184	1,008	#N/A	1,248	52	-
2,600	560	#N/A	#N/A	1,664	592	#N/A	3,016	52	-

Variety 8oz 12P	SF Coco 8oz	SF Coco 8oz 4pk	SF Coco 8oz 12pk	Winter Fig Apple 8oz	Winter Fig Apple 8oz 4P	Winter Fig Apple 12oz	Summer 8oz	Summer 12oz	Summer 8oz 4P
RB99661	RB237563	RB237565	RB237564	RB239739	RB239738	RB239709	RB237755	RB237754	RB237780
720	-	-	-	#N/A	#N/A	#N/A	#N/A	#N/A	#N/A
1,296	-	-	-	576	432	576	-	-	-
2,592	-	-	-						
1,872	-	-	-						
1,440	-	-	-						
2,736	-	-	-						
3,600	-	-	-						
720	-	-	-						

Amber
12oz

RB240073

#N/A

-

7,072

#N/A

-

-

4,368

#N/A